



State of California
Employment Training Panel

Training Proposal for:
COHR Inc. dba Masterplan

Agreement Number: ET09-0277

Panel Meeting of: **October 17, 2008**

ETP Regional Office: **North Hollywood**

Analyst: L. Vuong

PROJECT PROFILE

Contract
Type: Retrainee

Industry
Sector(s): Services

Counties
Served: Los Angeles

Repeat
Contractor: ☐ Yes ☒ No

Union(s): ☐ Yes ☒ No

Priority
Industry: ☐ Yes ☒ No

No. Employees in CA: 200

No. Employees Worldwide: 530

| Turnover Rate % | Manager/ Supervisor % |
|-----------------|--------------------------|
| 16% | 6% |

FUNDING DETAIL

| Program Costs | Substantial Contribution | Total ETP Funding |
|------------------|-----------------------------|-------------------|
| \$374,625 | \$0 | \$374,625 |

| In-Kind Contribution |
|----------------------|
| \$984,255 |

TRAINING PLAN TABLE

| Job No. | Job Description | Type of Training | Average No. of Trainees | Range of Hours | | Average Cost per Trainee | Post-Retention Wage |
|---------|-----------------|---|-------------------------|-------------------|-----|--------------------------|---------------------|
| | | | | Class / Lab | CBT | | |
| 1 | Retrainee | Business Skills, Commercial Skills, Computer Skills, Continuous Improvement | 185 | 24-190 | 0 | \$2,025 | \$14.02 |
| | | | | Weighted Avg: 135 | | | |

Minimum Wage by County: Los Angeles County - \$14.02

Health Benefits: ☒ Yes ☐ No This is employer share of cost for healthcare premiums – medical, dental, vision.

Used to meet the Post-Retention Wage?: ☒ Yes ☐ No

\$2.02 per hour may be used to meet the Post-Retention Wage.

Other Benefits: 401K, Life Insurance, Short Term Disability, Holidays, Vacations, and Sick Leave

| Wage Range by Occupation | |
|--------------------------------|------------|
| Occupation Title | Wage Range |
| Service Engineer | |
| Field Operations Support Staff | |
| Administrative Staff | |
| Supervisor/Manager | |

INTRODUCTION

In this proposal, COHR Inc. dba Masterplan (Masterplan) seeks funding for retraining as outlined below:

Masterplan was founded by Malcolm Ridgway, PhD in 1974 as a shared service subsidiary of the Healthcare Association of Southern California (HASC), a 240-member regional association that represents a variety of healthcare organizations including hospitals, hospital systems, and integrated delivery networks systems. The company helped HASC's members address new technical challenges such as electrical safety for catheterized patients, computerized patient monitoring systems, efficient management of scheduled equipment maintenance, and energy conservation.

In 1986, the company became a national Independent Service Organization with capabilities in the new imaging technologies; and a presence in the emerging non-acute care (healthcare-related) market.

The company provides nationwide maintenance and non-maintenance technical support for hospital-based medical equipment made by all vendors, including Phillips and GE. Masterplan qualifies for standard ETP funding as a service provider facing out-of-state competition under Title 22, California Code of Regulations, Section 4416 (d)(3,4).

Masterplan is one of a few independent organizations that offer services in clinical technology consulting, medical equipment maintenance, and management programs to hospitals, outpatient facilities, acute care facilities, medical groups, free-standing surgical and diagnostic centers, and other alternate site providers.

The company has a technical staff of more than 450 medical equipment technicians and engineers servicing and supporting more than 400,000 pieces of medical equipment. The company's workforce, many of whom are based on site at customer facilities, takes care of the full spectrum of patient care equipment. This ranges from simple bedside devices to large multimillion dollar scanners and other complex imaging tools.

In addition to managing the entire inventory, the company provides other services, such as assuring that equipment is compliant with all of the relevant state and federal regulations; assisting with capital equipment replacement planning and budgeting; and assuring smooth integration of patient care data generated by the equipment into the information processing networks.

The company's corporate headquarters is in Chatsworth. The training in this proposal will be provided to employees of Masterplan, many of whom are based on site at customer facilities throughout California.

PROJECT DETAILS

The company needs new strategies to maintain current business, avoid layoffs, and ultimately expand its services.

Masterplan must continue to redesign, update, and create new program curriculum to meet current market needs and technological changes. With the recent formation of the company's Talent Development Department, the Director, Training Specialist and Coordinator are developing internal curriculum to coincide with newly redesigned career paths to grow engineers, formerly specialized in a specific equipment field, into a highly competent equipment generalist in both the Clinical and Diagnostic Imaging field. Supplementing the skill-set of Clinical engineers through first-call training on higher-end medical equipment is a huge initiative to undertake. The goal in doing so is that the resident staff be able to initially diagnose minor service issues on higher-end equipment and communicate more effectively with hospital staff.

To remain competitive in the industry, Masterplan has developed a company-wide program to upgrade the job skills of its employees and continue to keep up with the latest computer technology. The training outlined in this proposal will provide new skill sets to worker in all departments.

Business Skills training will allow all trainees to improve their job skills and motivate employees to perform at their best.

Commercial Skills will be provided to Service Engineers and Field Operations Support Staff and will focus on repair and services on all types of equipment to avoid down time.

Computer Skills in Concur (financial accounting), iDesk (Masterplan's online service system), and Vendor Portals will allow all trainees to develop proper tools to estimate expenses, identify costs, find work orders, input parts and services, track service calls, and access and utilize instant answers to technical problems with vendor machines.

Continuous Improvement will be provided to all trainees to focus on quality and process improvement in order to reduce downtime, eliminate waste, reduce costs, and repair and maintain all types of equipment to compete against large worldwide OEMs.

Commitment to Training

Masterplan represents that ETP funds will not displace the existing financial commitment to training. Indeed, Masterplan anticipates that the opportunity for enhanced training made possible by ETP funds will encourage an ongoing financial commitment in this area.

The company has invested approximately \$1.165 million in new equipment and software and its current annual training budget is approximately \$984,000. In the past, Masterplan has provided training in basic orientation, safety, and the internal software system. Other job-specific skills training has been unstructured and limited to on-the-job. ETP funding will allow Masterplan to provide well-designed and structured training at a more justifiable pace.

Once the ETP program has concluded, Masterplan is committed to continuing the quality and frequency of employee training.

RECOMMENDATION

For the reasons set forth above, staff recommends approval of this proposal based on Masterplan's stated need to upgrade the skills of its workforce and provide a formal training program in the company's processes, including new equipment and systems.

DEVELOPMENT SERVICES

The company retained Training Funding Source in Seal Beach to assist with development of this proposal for a flat fee of \$34,900.

ADMINISTRATIVE SERVICES

The company will also retain Training Funding Source to perform administrative services in connection with this proposal for a fee not to exceed 13% of payment earned.

TRAINING VENDORS

To Be Determined

Exhibit B: Menu Curriculum**Class/Lab Hours**

24 – 190

Trainees will receive any of the following:

Business Skills

- Performance Management
- Change Management
- Negotiation Skills
- Presentation Skills
- Customer Relationship Management
- Train the Trainer

Commercial Skills

- Estimated Time to Repair (ETTR)
- Technical Service Engineer Procedures
- Equipment Maintenance Repair & Knowledge
- Outside Purchase Service (OPS)

Computer Skills

- Concur (Financial Accounting)
- iDesk (Masterplan's Online Service Management Portal)
- Mercer Online
- Advanced Microsoft Office Applications
- Vendor Portals (Phillips Online Education Login; Lab Safety Supply Login)
- Adobe

Continuous Improvement

- Productivity Improvement
- Process Improvement
- Cost Reduction
- Teambuilding
- Leadership Skills for Frontline Workers
- Problem Solving
- Quality Concepts
- Total Quality Management